



OFFICE OF THE DIRECTOR OF NATIONAL INTELLIGENCE

L E A D I N G I N T E L L I G E N C E I N T E G R A T I O N

General Position Information

Job Title: Director of Recruitment and marketing

Position Number: 31060

Position Grade: GS-14

Salary Range: \$122,530 – \$159, 286 (not applicable for detailees)

Vacancy Open Period: 10/13/2021 – 10/28/2021

Position Type: Cadre, Detailee

Who May Apply: Internal ODNI Candidates, Detailees

Division: DNI/NIU/OE

Duty Location: Bethesda, MD

Security Clearance: TS/SCI with CI Polygraph

Travel Required: 0-25% Travel

Relocation Expenses: For new ODNI employees, reimbursement for relocation is discretionary based on availability of funds.

Job Interview Travel: Candidates from outside the Washington, D.C., area may be selected for a telephone, teleconference, or in-person interview. If selected for an in-person interview, any travel or lodging will be at the applicant's personal expense.

Position Information

This is an opportunity for:

- An internal candidates to fill a GS-14 cadre position.
- A Federal Government employee to serve on a two-year reimbursable detail assignment in the ODNI. The detail assignment may be extended an additional year if all parties agree.

Who May Apply

Current GS employees at the same grade as the advertised position grade may apply.

- For a cadre assignment:
 - Current ODNI permanent cadre.
- For a detailee assignment:



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L E A D I N G I N T E L L I G E N C E I N T E G R A T I O N

- Current Federal Government employees. (Current GS employees at the same grade as the advertised position grade may apply.)

Salary Determination

- The ODNI uses a rank-in-person system in which rank is attached to the individual.
- A selected ODNI candidate or other Federal Government candidate will be assigned to the position at the employee's current GS grade and salary.

Component Mission:

The National Intelligence University (NIU) is the Intelligence Community's sole accredited, federal degree-granting institution. NIU advances the intelligence profession through a holistic, integrative, contextual approach to education that promotes dynamic teaching, engaged learning, original research, academic outreach, analytical problem solving, rigorous research methods, collaborative processes, and lifelong learning.

Major Duties and Responsibilities:

Develop targeted recruitment strategies for IC and USG agencies to attract qualified students, faculty, and research fellows.

Work across the institution to identify measurable recruitment goals and strategies.

Lead and deliver outreach programs and marketing strategies, including IC events and related recruitment efforts; arrange campus visits and tours for prospective students.

Serve independently as the lead for internal coordination of university student recruitment and enrollment management goals, utilizing specific knowledge of admissions and registration information and deadlines.

Organize, implement, and participate in all aspects of large, multi-agency events utilizing presentation and promotional materials.

Coordinate the development and distribution of materials for student recruitment programs and develops networking and alumni ambassador programs.

Collaborate closely NIU's IC Chair representatives from various IC organizations to tailor recruitment strategies and materials for specific IC components.

Work with and utilize NIU influencers to advise potential students utilizing specific knowledge of IC career fields and the potential student's relevant knowledge, skills, and abilities.

Lead processes to monitor and gather statistics and data, analyze trends in recruitment and develop strategies for program evaluation. Report these insights across the institution and with stakeholders for transparency and awareness.

Manage multiple and competing priorities in a dynamic and fast-paced environment in close cooperation with NIU's academic and administrative leadership as well as prospective and current NIU students.

Support NIU's brand and collaborate across the university to ensure brand cohesion through all of NIU's recruitment and marketing materials, websites, and social media platforms.



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L E A D I N G I N T E L L I G E N C E I N T E G R A T I O N

Identify new opportunities to reach and engage with key audiences through recruitment and marketing strategies.

Provides information on continuing, current, and proposed actions, programs, and plans

Mandatory Requirements:

Exceptional knowledge of the IC agencies, missions, roles, and career fields.

Working knowledge of strategic planning and recruitment strategy development.

Ability to think strategically, critically, and creatively and to instill those qualities into the NIU environment.

Demonstrated strong ability to interact and communicate with individuals from diverse professional backgrounds.

Demonstrated excellent communication and interpersonal skills.

Passion for and proven ability to build and cultivate partnerships through outreach and engagement

Outstanding organizational and time-management skills

Desired Requirements:

Previous recruiting experience for an academic institution or IC agency

Experience with promotional and recruiting event coordination and execution

Key Requirements and How to Apply

Internal ODNI Cadre Candidates must submit an application through the classified [JobsDNI](#) website.

For current employees who do not currently have access to internal systems, applications should be sent to either DNI-HR-HRM-TEAMB-Mailbox@cia.ic.gov (classified email system) or Recruitment_TeamB@dni.gov (unclassified email system).

All attachments should be in Microsoft Word or Adobe PDF format.

Applications submitted through the classified email system should NOT contain classified information above the TS//SI//TK//NOFORN level.

CURRENT FEDERAL EMPLOYEES APPLYING FOR A DETAIL ASSIGNMENT:

Applicants from federal agencies within the Intelligence Community (IC) may be considered for this position as a reimbursable detailee, if endorsed by the employing agency. Applicants must have current TS/SCI clearances with polygraph or have the ability to obtain one. The ODNI does not conduct polygraphs or provide security clearances for detailees. ***Applicants from within the IC must submit an application through the classified IC Joint Duty Program website.***

Applicants from federal agencies outside the IC must provide:

- a. **WRITTEN ENDORSEMENT** from the employing agency concurring with the detail.



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L E A D I N G I N T E L L I G E N C E I N T E G R A T I O N

- b. **RESUME:** Applicants are encouraged to carefully review the vacancy announcement, particularly the MDRs, and construct their resume to highlight their most significant experience and qualifications relevant to this job opportunity.
- c. **VACANCY NUMBER:** Reference the vacancy number in the subject line of the email and on each document submitted.
- d. **CURRENT SF-50:** Federal Government employees must provide an SF-50, "Notification of Personnel Action" to verify current federal status, position, title, grade, and organization of record. Please disregard if you are not a Federal Government employee.

WHERE TO SUBMIT: Applications should be sent to either DNI-HR-HRM-TEAMB-Mailbox@cia.ic.gov (classified email system) or Recruitment_TeamB@dni.gov (unclassified email system).

All attachments should be in Microsoft Word or Adobe PDF format.

Applications submitted through the classified email system should NOT contain classified information above the TS//SI//TK//NOFORN level.

All Applicants:

APPLICATION PACKAGES MUST CONTAIN ALL ITEMS LISTED ABOVE. AN INCOMPLETE APPLICATION PACKAGE WILL BE INELIGIBLE FOR CONSIDERATION.

Your application MUST be received by midnight on the closing date of this announcement. Applications received after the closing date will NOT be eligible for consideration.

To verify receipt of your application package ONLY, you may call 301-243-1318.

What to Expect Next

The most highly qualified candidates will be referred to the hiring manager for further consideration and possible interview. We expect to make a selection within 30 days of the closing date of this announcement. Due to the large number of applications received, applicants will be contacted ONLY if they have been selected for an interview.

Agency Contact Information

ODNI Recruitment; Phone: 301-243-1318; Email: Recruitment_TeamB@dni.gov

Other Information

The ODNI is an equal opportunity employer and abides by applicable employment laws and regulations.

REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES: The ODNI provides reasonable accommodations to otherwise qualified applicants with disabilities. IF YOU NEED A REASONABLE ACCOMMODATION for any part of the application and hiring process, please notify the Intelligence Community Equal Employment Opportunity and Diversity Office Representative by classified email at DNI_Reasonable_Accommodation_WMA@cia.ic.gov and DNI_Diversity_WMA@cia.ic.gov, by unclassified email at DNI_DRA@dni.gov, by telephone at 703-275-3900 or by FAX at



OFFICE OF THE DIRECTOR OF NATIONAL INTELLIGENCE

L E A D I N G I N T E L L I G E N C E I N T E G R A T I O N

703-275-1217 . Your request for reasonable accommodation will be addressed on a case-by-case basis. **PLEASE DO NOT SUBMIT YOUR APPLICATION TO THE EEOD EMAIL ADDRESS. THIS EMAIL IS FOR REASONABLE ACCOMMODATION REQUESTS ONLY. PLEASE SUBMIT YOUR APPLICATION VIA THE EMAIL ADDRESS PROVIDED IN THE 'HOW TO APPLY' SECTION ABOVE.**